Defense Information Systems Agency

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Network Customer Services Update

August 2011

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Agenda

- NS7 Overview
- DGSC Transition
- Customer Interaction Center
- NS Project Registration
- NS DISN Service Catalog Management
- NS Service Level Management
- NS Customer Survey Management
- NS Customer Relationship Management

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NS7 Overview

Mission

Provide proactive support to ongoing services, capture Warfighters' changing needs, and cultivate partnerships

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NS7 Overview
Division Introduction

ACCOMPLISHMENTS

- Obtained Commercial (HDI) Support Center Certification for DGSC
- Published NS Service Level Agreement
- Published DISN Telecommunications Service Catalog
- Completed Customer Interaction Center (CIC) implement
- Expanded registration for DISN customer & network proje

HDI CERTIFIED Support Center

MAJOR PROJECTS

- Develop and maintain DISN Operational Level Agreements
- Update Customer Relationship Management (CRM) Strategic Plan

FUNCTIONS/CONTRIBUTIONS

- Operate the 24/7 DISN Global Support Center
- Provide Customer Relationship Management (CRM)
- Provide Customer Account Management (CAM)
- Provide Customer Survey Management (CSM)
- Provide NS Service Level Management
- Provide NS Service Catalog Management
- Provide Situational Awareness for all telecommunications services
- Develop Audience Specific Communication Plans
- Assist Implementing Process Improvement & Standardization Efforts
- Register NS projects (customer & network)
- Collect and Analyze Trends
- Facilitate DISN Customer Forum (DCF) Meetings

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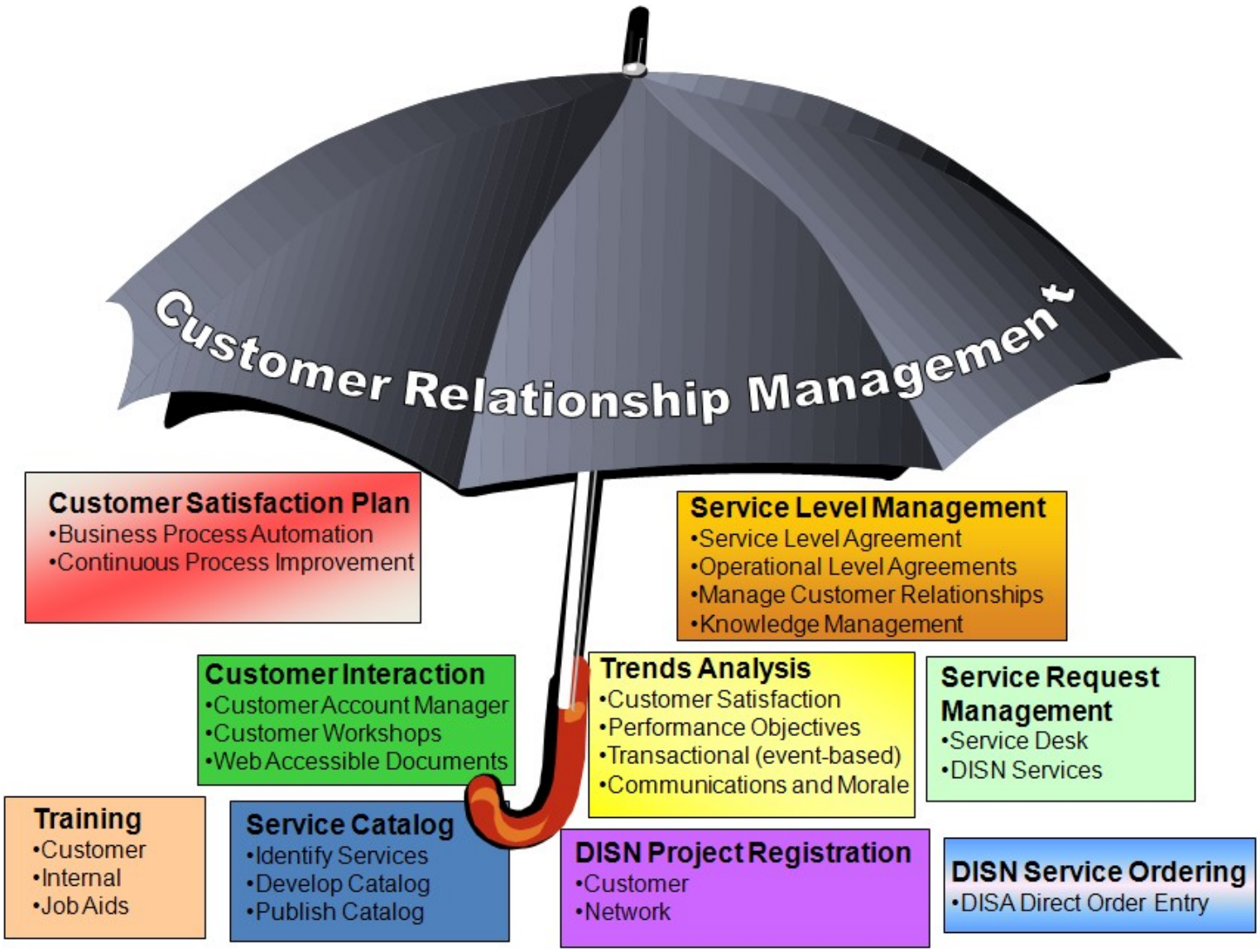
NS7 Overview
Division Functions



DGSC Transition

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- **The DISN Global Support Center (DGSC), formerly known as the DCCC, has implemented the new name effective 7 Jan 11**

- **As of 1 Feb 11, all DISN incident management workload/contacts have been transitioned to the incident management team located in Ohio, which organizationally reports to the Global NetOps Center, DISA CONUS**

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DGSC Transition

- **All DISN service requests management workload/contacts remain with the DISN Global Support Center, located in Ohio, which organizationally reports to the Customer Services Division (NS7)**

- **Contact information for the DGSC has changed as follows:**
  Toll Free: (800) 554-DISN (3476) option 2
  CML: (614) 692-4790
  DSN: (312) 850-4790
  Global DSN: (510) 376-3222
  NIPR email address is *DGSC@csd.disa.mil*
  SIPR address is *DGSC@cols.csd.disa.smil.mil*

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Customer Interaction Center (CIC) also known as Multi-media Contact Center (MMCC)

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Customer Interaction Center
What it is

- Customer Interaction Center (CIC) is a Contact Center Solution that allows customers to contact the DGSC using the communications channels they choose
- Provides a single integrated communications platform that handles:
  - calls; call back; voice mail; email; web chat; instant questions; fax

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Customer Interaction Center
What it does

- **Uses prioritized queuing to**
  - **determine availability of agents/queue slots**
  - **identify agent skill sets for routing contacts**
- **Provides a query retrieval tool; call recording (saved for 766 days); consolidated reporting system**
- **Native integration with many third party Customer Relationship Management (CRM) systems**

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Customer Interaction Center Status

- **Installation**
  - **Phase I – completed**
- **Implementation**
    - integrated call; call back; voicemail; and interaction recorder
    - query retrieval tool; call recording; consolidated reporting system; email and incoming fax
  - **Phase II – underway; includes:**
- **Automated Reporting**
- **Web Chat**
- **Web Client**
- **Instant Question**
- **SMS Interactions**

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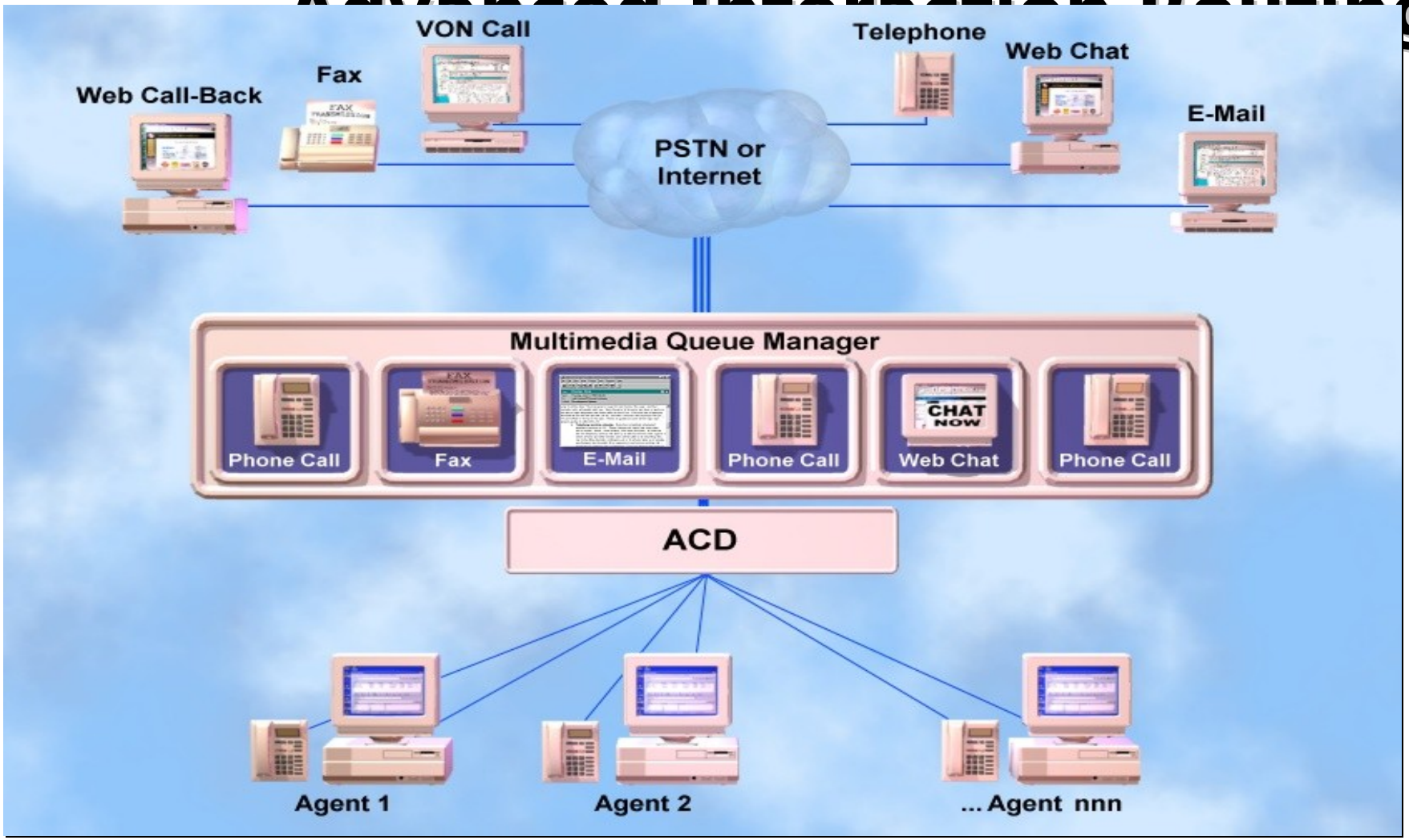
Customer Interaction Center

Advanced Interaction Routing



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NS Project Registration

NS Project Registration

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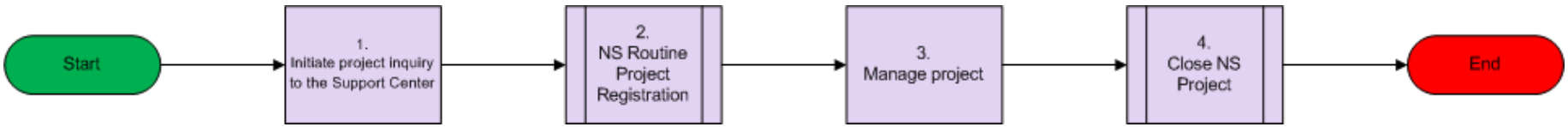
- **Objective**
  - **Address criteria for determining when requirements should be registered and managed as a project**
- **Scope**
  - **Non-Standard Changes**
  - **Applies to all DISN customer requirements, network requirements and NS projects**
- **NS project registration process:**



Standard vs. Non-standard

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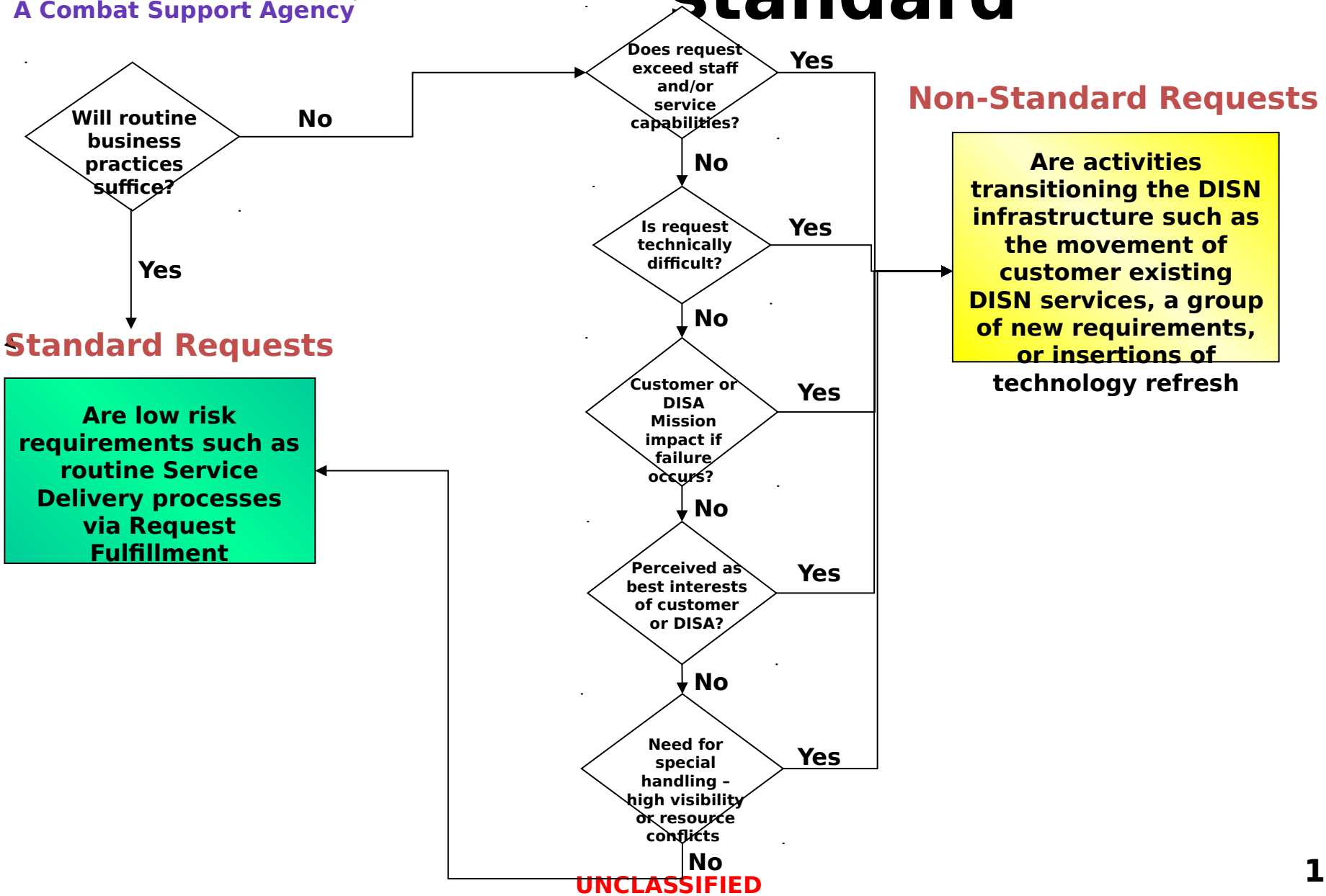
Will routine business practices suffice?
No
Yes
Standard Requests
Are low risk requirements such as routine Service Delivery processes via Request Fulfillment
Does request exceed staff and/or service capabilities?
Yes
No
Is request technically difficult?
Yes
No
Customer or DISA Mission impact if failure occurs?
Yes
No
Perceived as best interests of customer or DISA?
Yes
No
Need for special handling – high visibility or resource conflicts
Yes
No
Non-Standard Requests
Are activities transitioning the DISN infrastructure such as the movement of customer existing DISN services, a group of new requirements, or insertions of technology refresh

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NS DISN Service Catalog Management (SCM)

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Service Catalog Management Overview

- **The purpose of the Service Catalog Management is to provide service catalog support by producing and maintaining a Business Service Catalog and a Technical Service Catalog**
  - **Business Service Catalog contains details of all the IT services delivered to the customer, including their relationships to the business units and the business processes that rely on them**
- **Suited for use by business customers and those who need to interface with them**
  - **Technical Service Catalog also contains details of all the IT services delivered to the customer, but includes their relationships to the supporting services, shared services, components and configuration items necessary to support them**
- **More suite for use by the IT organization staff to facilitate the management of the services provided**

Business Service Catalog

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- **The purpose of the Service Catalog is to provide**
  - **the customer with a centralized resource with accurate information detailing all telecommunication services available**
  - **information in a single, comprehensive source to ensure consistency of information to those who have approved access to the services**
  - **description of DISN services, features, cost of services, high-level ordering procedures and support points of contact (POC)**
  - **feasibility to inform customers of new emerging services offerings**
- **The DISN Telecommunications Business Service Catalog was signed on 20 Jan 11 and posted on DISA Direct at the link: https://www.disadirect.disa.mil/products/asp/DISN-TelecommunicationsBusinessServiceCatalog.pdf**

Business Service Catalog Portfolios & Services

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Portfolios and Services

Transport	Data	Voice	Video	Messaging	Wireless	Satellite
Dedicated	SBU IP Data (NIPRNet)	SBU Voice VoIP and DSN	Dial-up and Dedicated Videoconferencing (DVS-G)	Organizational Messaging Service (DMS)	EMSS	INMARSAT
	Secret IP Data (SIPRNet)	VoSIP	TS/SCI Videoconferencing (JWICS)		SME-PED	Commercial Satellite
	TS/SCI IP Data (JWICS)	TS/SCI Voice (JWICS)				
	Secret T&E IP Data (DISN LES)	Multilevel Secure Voice (DRSN)				

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Business Service Catalog Characteristics

Service Catalog Characteristics	Definition
Service Offering	Current service name and legacy service name (e.g., SBU IP Data formally known as NIPRNet, etc.)
Service Lifecycle Status	Specifies the service life as Capped, Maintain & Sustain, and Emerging
Security Classification	Assigns the security level, such as: Unclassified, Sensitive but Unclassified (SBU), Confidential, Secret (S), Top Secret (TS), Top Secret Collateral (TS/C), Top Secret/Sensitive Compartmented Information (TS/SCI)
Description	Describes each service in detail
Features	Identifies notable features and benefits of the service
Service Performance	Links customers to the Service Level Agreement (SLA) Management Thresholds (MTs) when applicable
Service Rates	Refers customer to authoritative source for service rate information
How to Order Service	Identifies how the service is to be ordered
Service Support	Provides Service Desk information or other resources for support

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Business Service Catalog Portfolio Descriptions

Service Portfolio	Description
Transport	Dedicated and point-to-point circuits between customer locations at various transmission rates
Data	Any-to-any Internet Protocol (IP) connectivity services
Voice	Secure and non-secure high quality voice and voice messaging services
Video	Secure and non-secure high quality videoconferencing services
Messaging	Secure and accountable message exchange services among organizational elements in support of C2 combat support, combat service support, and other functional activities
Wireless	Wireless services provide secure voice and data mobility, merging and integrating the functions of a wireless phone and Personal Digital Assistant (PDA) into a single handheld device.
Satellite	Satellite communication (SATCOM) services expand the reach of the network and delivers communication capabilities anytime, anywhere, and in any environment.

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Business Service Catalog Lifecycle Status

Service Lifecycle Status	Definition
Capped	Services may still be ordered, but no additional features or enhancements to these services are planned. Services are expected to be reduced or eliminated as newer, more efficient and effective services are developed and fielded, and as demand for these services diminishes.
Maintain & Sustain	Existing services that will continue to meet customer needs. Ongoing investment in features and growth will be made as appropriate.
Emerging	Services are the current focus for investment and future introduction because they meet new customer needs and take advantage of technological advances. Services will be presented in the DISN Telecommunications Business Services Catalog up to six months prior to customer availability or the service Initial Operating Capability as a prelaunch information item for the customer.

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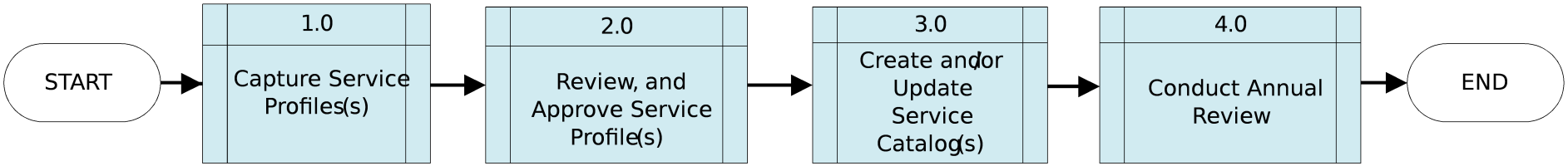
Service Catalog Management Process

- **NS DISN Service Catalog process:**
  - **establishes the basis for coordinating and maintaining the service catalog**



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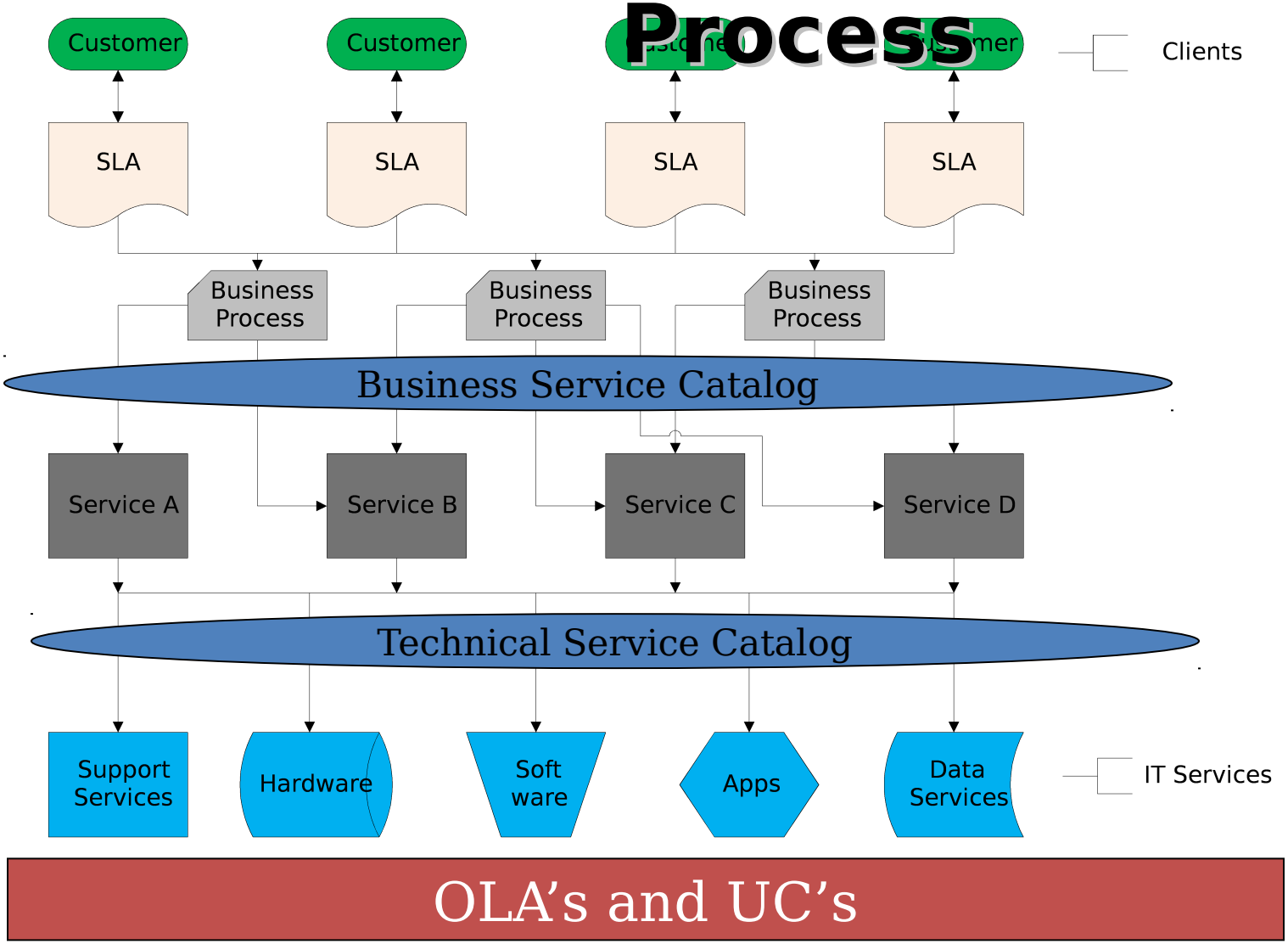
Service Catalog Management Process



Service Catalog Management Operational View

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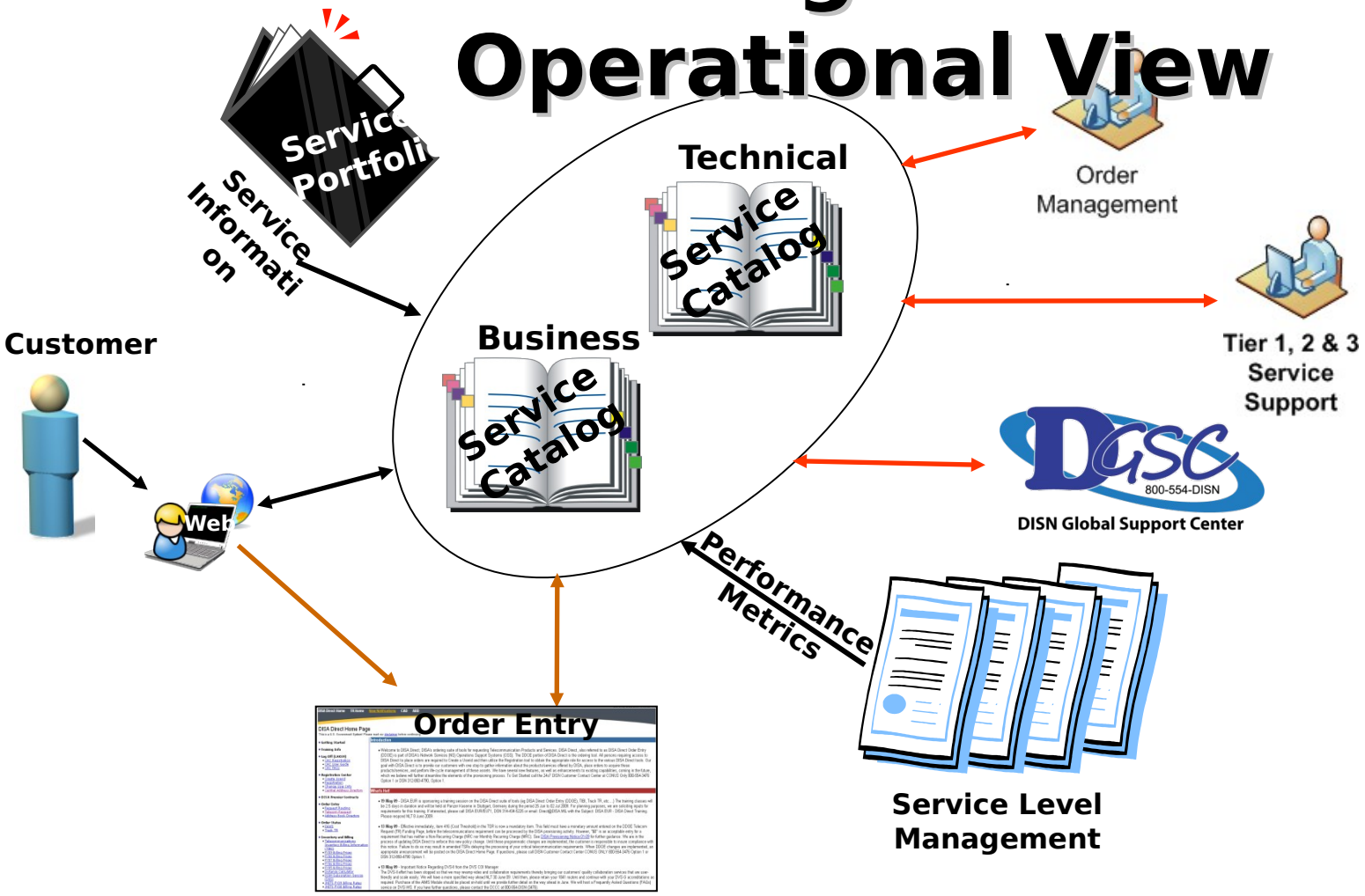

Sustainment
Assurance
Orders

Information Line Color Keys

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NS Service Level Management (SLM)

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Service Level Management Overview

- **The purpose of the Service Level Management is to document and identify performance targets in the DISN Telecommunications Service Level Agreement (SLA), and establishes Operational Level Agreements (OLA) to underpin the SLA**
- **The SLA defines the services and their respective service performance objectives supported by Network Services**
  - **The service performance objectives are represented as Management Thresholds (MTs) and reflect the numerical baselines against which operational performance will be measured and reported**
  - **The DISN Telecommunications Service Level Agreement (SLA) was signed on 21 Dec 10 and posted on DISA Direct at the link: https://www.disadirect.disa.mil/products/asp/DISN-Telecommunications-SLA.pdf**

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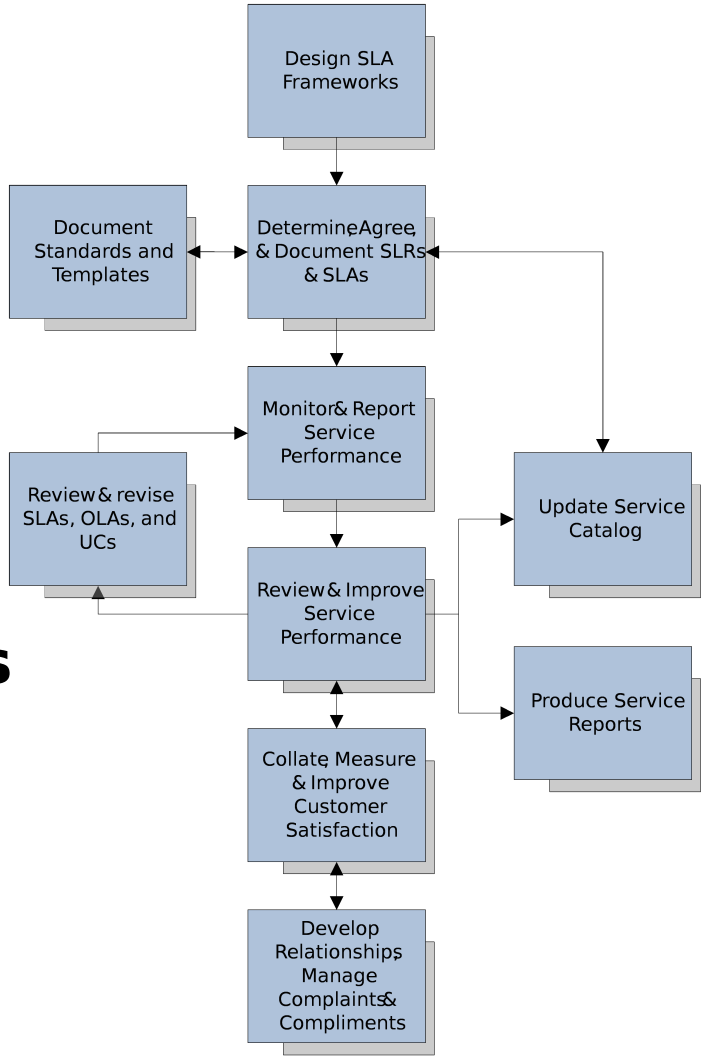
Service Level Agreement Overview

- **Define, document, agree, monitor, measure, report & review service performance**
- **Develop measurable service level targets**
- **Monitor & improve customer satisfaction**
- **Provide & improve communication & relationships**
- **Ensure clear & unambiguous expectations of service performance**
- **Ensure proactive measures for service improvement**


Design SLA Frameworks
Document Standards and Templates
Determine, Agree, & Document SLRs & SLAs
Monitor & Report Service Performance
Review & revise SLAs, OLAs, and UCs
Update Service Catalog
Review & Improve Service Performance
Produce Service Reports
Collate, Measure & Improve Customer Satisfaction
Develop Relationships, Manage Complaints & Compliments

Service Level Agreement Portfolios & Services

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Portfolios and Services

Transport	Data	Voice	Video	Messaging	Wireless
Dedicated	SBU IP Data (NIPRNet)	SBU Voice VoIP	Dial-up and Dedicated Videoconferencing (DVS-G)	Organizational Messaging Service (DMS)	EMSS
	Secret IP Data (SIPRNet)	VoSIP			SME-PED
		Multilevel Secure Voice (DRSN)			

Service Level Management Process

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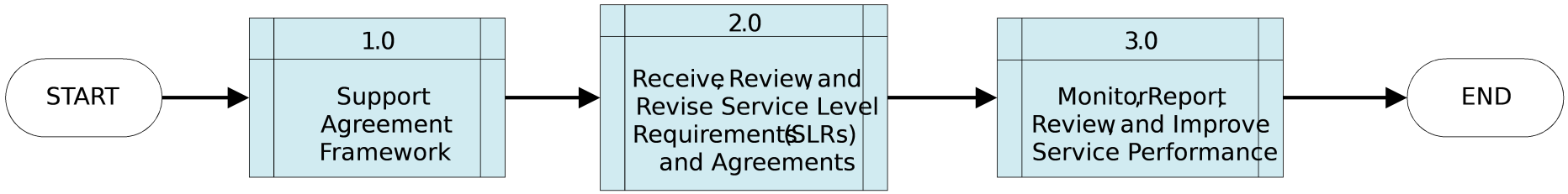
- **NS DISN Service Level Management process:**
  - **establishes the basis for managing the customer relationship by setting clear expectations of service performance and facilitating regular communication**
  - **documents performance targets for services provided by NS monitors and reports conformance to those targets, and initiates, monitors and reports service improvement**



Service Level Management Operational View

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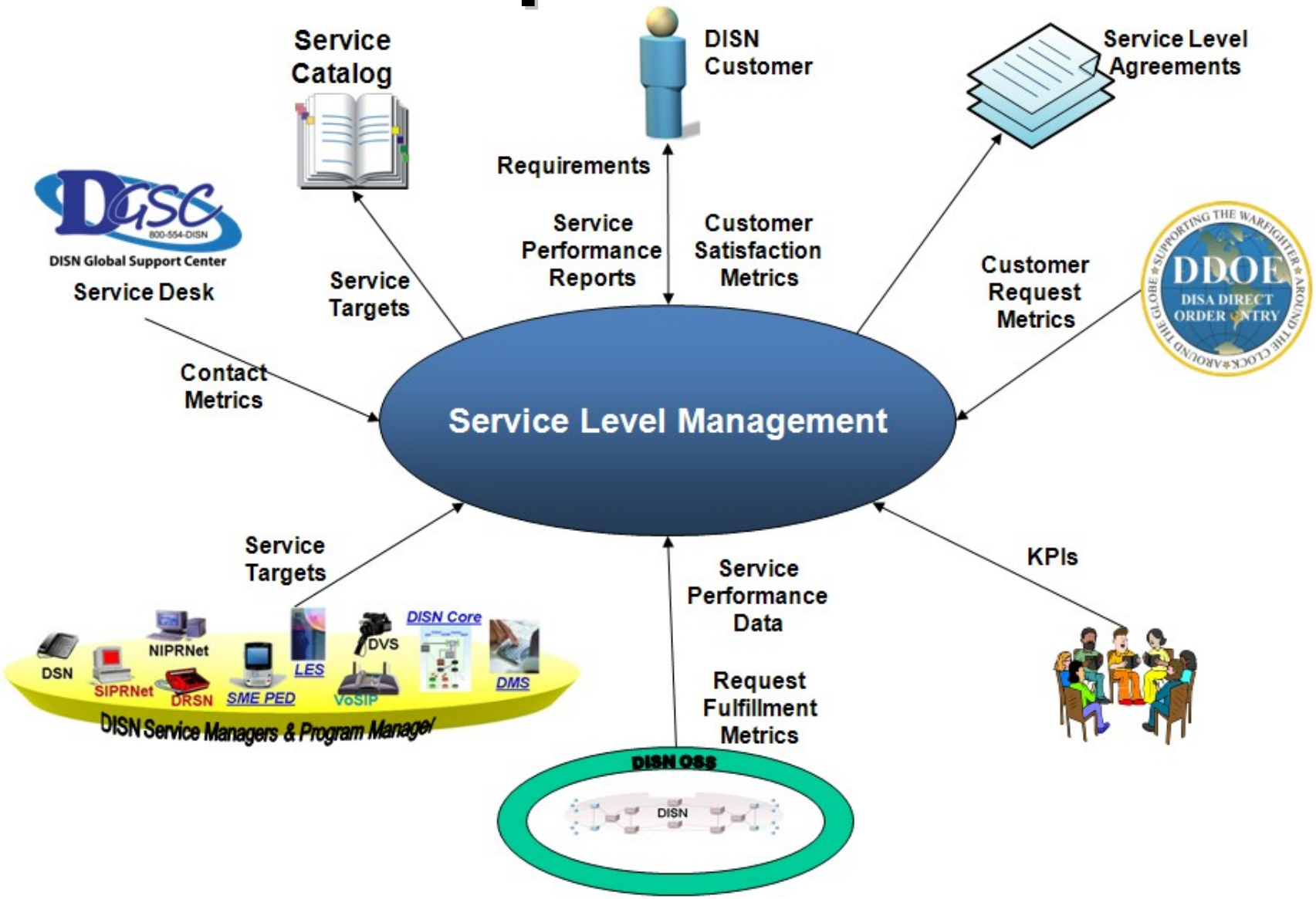

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NS Customer Survey Management (CSM)

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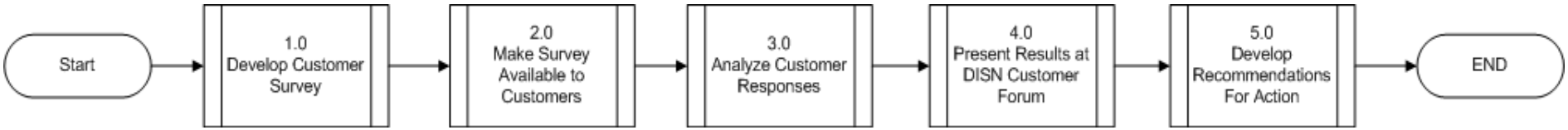
Customer Survey Management

- **Objective is to measure customer satisfaction levels for continued process and performance improvement**
- **DISA partners with Gartner Inc. whose approach ensures anonymity for survey participants, but allows for individuals to request follow up from specific service providers if they choose to**
- **It provides DISA NS with a year-over-year view and benchmark of customer satisfaction trends in specific DISN services areas**


Start
1.0 Develop Customer Survey
2.0 Make Survey Available to Customers
3.0 Analyze Customer Responses
4.0 Present Results at DISN Customer Forum
5.0 Develop Recommendations For Action
END

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NS Customer Relationship Management (CRM)

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Customer Relationship Management

- **Customer Relationship Management (CRM) brings together information from all data sources within an organization to give one, holistic view of each customer in real time**
- **CRM is a business strategy that includes functionalities necessary to acquire, enhance and retain customer relationships**
- **Problem Statement**
  - **Multiple customer contact points and manual information sharing capabilities exist across organizational silos which hampers effective customer support**

CRM Characteristics

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- **Gartner recognizes 8 characteristics required to be a "winner" in CRM:**
  - **CRM Vision**
  - **CRM Strategy**
  - **Valued-customer experience**
  - **Organizational collaboration**
  - **Processes**
  - **Information**
  - **Technology**
  - **Metrics**

Eight Building Blocks of CRM – Gartner Research

CRM Vision: Leadership, Process Automation, Value Proposition	
CRM Strategies: Objectives, Quality Control, Effective Interaction	
Valued-Customer Experience: Understand Requirements, Monitor Expectations, Customer Communication	Organizational Collaboration: Culture and Structure, People (Skills/Competencies), Internal Communications, Partners and Suppliers
CRM Processes: Customer Life Cycle, Knowledge Management	
CRM Information: Data, Analysis	
CRM Technology: Applications, IT Architecture (e.g. SOI)	
CRM Metric: Value, Satisfaction, Cost to Serve	

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NS Vision & Objectives

- **To strengthen relationships through unified information sharing and collaboration with internal and external customers**
- **Objectives:**
  - **Design CRM to enable the capability to capture, grow and share intellectual capital and customer data to better serve mission needs**
  - **Maintain and expand a single interface for customers as “One Face to Customers”**

Customer View

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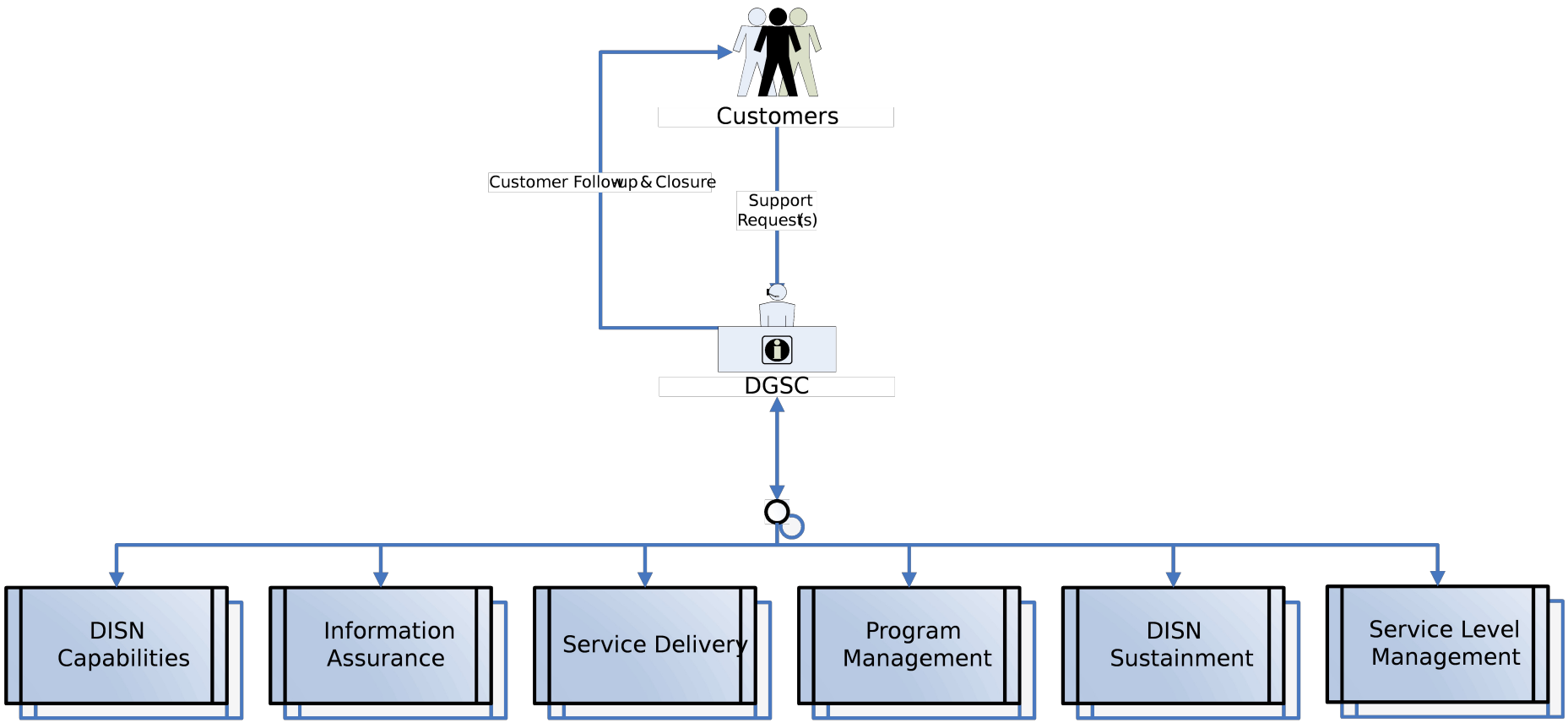

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Benefits

- Increase customer service and customer satisfaction
- A single, integrated view of the customer
- Centralize customer data
- Data availability to support decision making
- Increase quality and efficiency
- Cost avoidance
- Consistent, repeatable, and measurable processes

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Way Ahead

- Obtain leadership buy-in and executive sponsorship
- Establish CRM organizational structure
- Baseline As-Is CRM
- Define To-Be CRM
- Define information sharing requirements for internal and external stakeholders
- Identify data sources
- Define functional requirements
- Define metrics to measure effectiveness
- Define management report requirements

Information View

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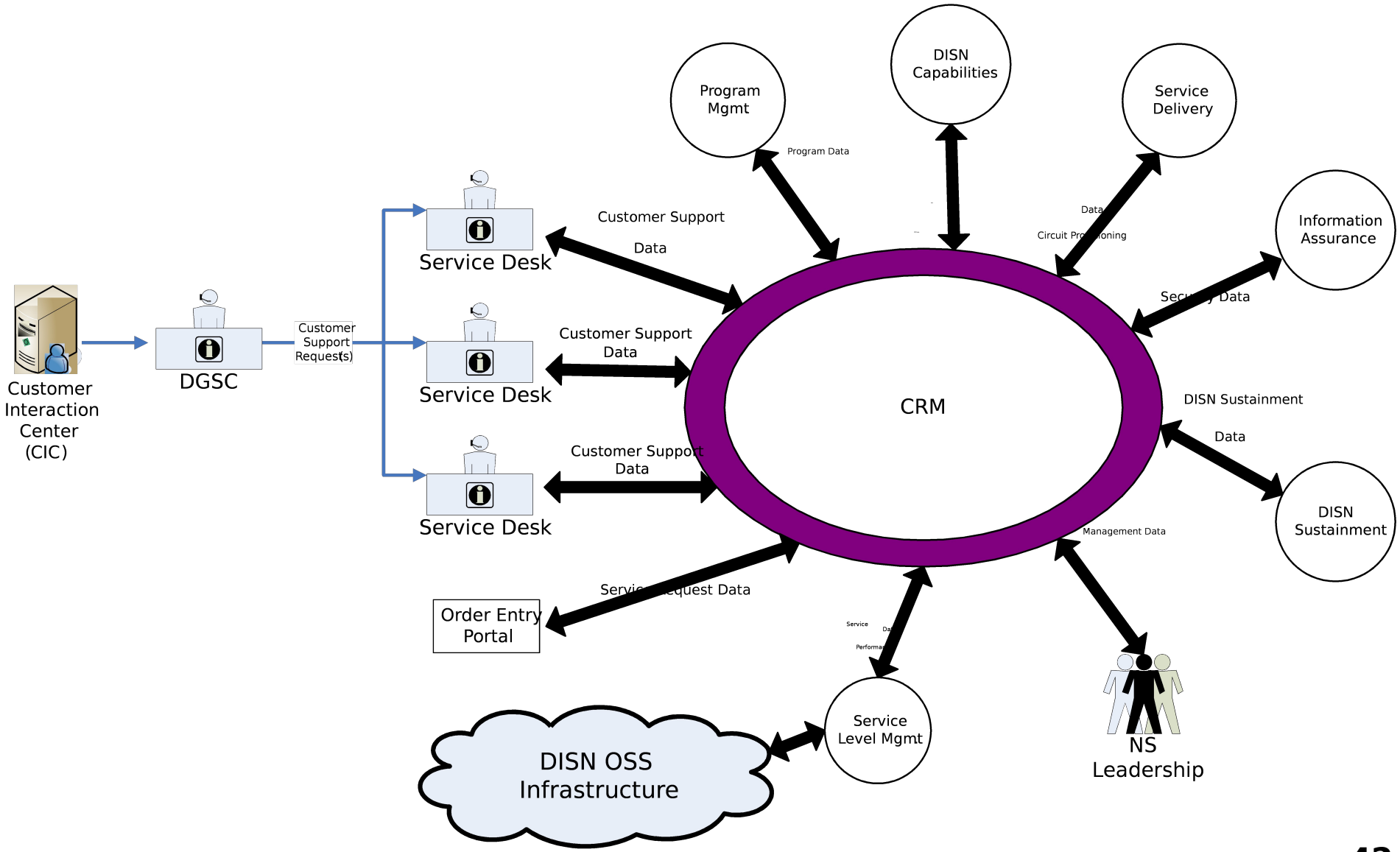

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QUESTIONS?

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